

# Contents

Preface 7

## Section I

1. *Bengt Johansson, Øyvind Ihlen, Jenny Lindholm,  
& Mark Blach-Ørsten*  
Introduction: Communicating a pandemic in the Nordic countries 11
2. *Siv Sandberg*  
The role of administrative tradition in government responses to crises:  
A comparative overview of five Nordic countries 31

## Section II

3. *Lars Nord & Eva-Karin Olsson Gardell*  
Communicating the Covid-19 pandemic: A comparison of  
government communication in Denmark, Norway, and Sweden 53
4. *Joel Rasmussen, Øyvind Ihlen, & Jens E. Kjeldsen*  
Strategic Covid-19 management in communicational practice: At the  
crossroads to remain open or not in Denmark, Norway, and Sweden 73
5. *Jens E. Kjeldsen*  
Crafting a crisis: How the genre of the justifying press conference  
constituted the Covid-19 pandemic as an emergency and legitimised  
the power of authorities in Denmark, Norway, and Sweden 97
6. *Pernille Almlund, Jens E. Kjeldsen, & Ragnhild Mølster*  
Expressions of governance, risk, and responsibility: Public campaigns  
in the crisis and risk management of Covid-19 in Denmark,  
Norway, and Sweden 121
7. *Jenny Lindholm, Tom Carlson, Frederike Albrecht,  
& Helena Hermansson*  
Communicating Covid-19 on social media: Analysing the use of Twitter  
and Instagram by Nordic health authorities and prime ministers 149
8. *Finn Frandsen & Winni Johansen*  
Corporate crisis management: Managing Covid-19 in Denmark,  
Norway, and Sweden 173
9. *Wiebke Marie Junk*  
Lobbying access during the Covid-19 pandemic: An analysis of  
communication frequency between interest organisations and political  
gatekeepers in Denmark and Sweden 195

### Section III

10. *Marina Ghersetti, Jón Gunnar Ólafsson, & Sigrún Ólafsdóttir*  
Watchdogs and government megaphones: The dual democratic roles of the news media during the Covid-19 pandemic in Iceland and Sweden 217
11. *Jannicke Fiskvik, Andrea Vik Bjarkø, & Tor Olav Grøtan*  
Vaccine rhetoric, social media, and dissensus: An analysis of civic discourse between Norwegian health authorities and citizens on Facebook and Twitter during crisis 241
12. *Mark Blach-Ørsten, Anna Maria Jönsson, Valgerður Jóhannsdóttir, & Birgir Guðmundsson*  
The role of journalism in a time of national crisis: Examining criticism and consensus in Denmark, Iceland, and Sweden during the Covid-19 pandemic 261

### Section IV

13. *Bengt Johansson, Jacob Sohlberg, & Peter Esaiasson*  
Institutional trust and crisis management in high-trust societies: Rallies around the Nordic flags during the Covid-19 pandemic 285
14. *Brita Ytre-Arne & Hallvard Moe*  
Citizens' news use during Covid-19: Concerns about misinformation and reliance on local news in Denmark, Finland, Norway, and Sweden 303
15. *Klas Backholm & Camilla Nordberg*  
Efficient authority communication in times of crisis: Examining how vulnerable language minorities experienced Covid-19 communication strategies in Finland, Norway, and Sweden 325

### Section V

16. *Mark Blach-Ørsten, Øyvind Ihlen, Bengt Johansson, & Jenny Lindholm*  
Conclusions: In search of a Nordic model of crisis communication 349